Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently Amended) A message pushing system ~~(1)~~ for sending messages to recipients, the system comprising:

a database ~~(2)~~ of details of individual potential recipients [[,]] ; and

telecommunications links ~~(5)~~ for communicating with message sending ~~(3)~~ and message receiving ~~(4)~~ devices, the message pushing system being adapted to receive a message from a message sending ~~means~~ device, the message comprising details of the intended recipient of the message, wherein the message pushing system compares the details of the intended recipient of the message with the database ~~(2)~~ of potential recipient's details thereby establishing one or more members who may be the intended recipient, the message pushing system ~~(1)~~ being adapted to transmit said message to the message receiving means of the one or more members who may be the intended recipient.

2.   (Original) The message pushing system of Claim 1 wherein the details of individual potential recipients include details of the individual's physical appearance.

3.   (Original) The message pushing system of Claim 2 wherein the details are selected from a list comprising their sex, their hair length and colour, their eye colour, their age, their skin colour, their height, and their clothing.

4.   (Original) The message pushing system of Claim 2 wherein the database includes one or more of the e-mail address, mobile telephone number, name, address or other contact details of individual potential recipients.

5.   (Original) The message pushing system of Claim 2 wherein the database also includes information about the location of the recipient.

6.   (Original) The message pushing system of Claim 5 wherein the information about the location of the recipient includes the current location of the recipient.

7.   (Original) The message pushing system of claim 5 wherein the information about the location of the recipient includes frequently visited locations.

8.   (Original) The message pushing system of claim 5 wherein the information about the location of the recipient includes previous locations.

9.   (Original) The message pushing system of Claim 1 adapted to allow potential recipients to update their details.

10.   (Original) The message pushing system of Claim 9 adapted to enable potential recipients to update their details automatically.

11.   (Original) The message pushing system of Claim 9 adapted to enable potential recipients to update their details using their message sending means.

12.   (Original) The message pushing system of Claim 1 adapted to allow messages to be delivered to recipients without the sender of the message knowing the identity of the recipient.

13.   (Original) The message pushing system of Claim 1 wherein the comparison between the details of the potential recipient and member's details on the database does not need to be exact.

14.   (Original) The message pushing system of Claim 13 wherein the database also includes information about how close a match between details is required for that message to be sent to that potential recipient.

15.   (Currently Amended) The message pushing system of Claim 1 wherein one device can function as both a message sending ~~means~~ device and a message receiving ~~means~~ device.

16.   (Currently Amended) The message pushing system of Claim 15 wherein the message sending ~~means~~ device and message receiving ~~means~~ device are mobile telephones using WAP or I-MODE.

17.   (Original) The message pushing system of Claim 1 wherein the telecommunications links may comprise the Internet.

18.   (Original) The message pushing system of Claim 1 wherein the message comprises one of an e-mail, a text message, a visual message or a multi-media message.

19.   (Original) The message pushing system of Claim 1 wherein the database is a relational database.

20.   (Original) The message pushing system of Claim 1 wherein the message is transmitted to the recipient or recipients only on request from the recipient or recipients.

21.   (Original) The message pushing system of Claim 20 wherein a web site is used to display the message.

22.   (Original) A messaging system comprising the message pushing system of Claim 1 and a plurality of message sending and message receiving means, adapted to send messages to and receive message from the message pushing system.

23.   (Currently Amended) A method of transmitting a message to one or more recipients, the method comprising the steps of:

(a)   creating a database (2) of details of the appearance and location of individual potential recipients for messages;

(b)   receiving messages at a central message pushing system (2), the messages including details of the appearance and location of the intended recipient for a message; and

(c)   comparing the details of the appearance and location of the intended recipient with the details stored in the database, thereby identifying one or more possible intended recipients.

24.   (Currently Amended) The method of Claim 23 further comprising the step of sending the message to message receiving means (4) belonging to the possible intended recipients.

25.   (Original) The method of Claim 23 wherein the details of individual potential recipients include details of the individual's physical appearance.

26.   (Original) The method of Claim 25 wherein the details are selected from a list comprising their sex, their hair length and colour, their eye colour, their age, their skin colour, their height, and their clothing.

27.   (Currently Amended) The method of Claim 23 wherein the database will also includes the e-mail address, mobile telephone number, name, address or other contact details of individual potential recipients.

28.   (Cancelled)

29.   (Currently Amended) The method of Claim 28 23 wherein the information about the location of the recipient individual potential recipients includes the current location of the recipient.

30.   (Currently Amended) The method of claim 28 23 wherein the information about the location of the recipient individual potential recipients includes frequently visited locations.

31.   (Currently Amended) The method of claim 28 23 wherein the information about the location of the recipient individual potential recipients includes previous locations.

32.   (Currently Amended) The method of claim 23 wherein the database also includes information about how close a match between details is required for that a message to be sent to that potential recipient.

33.   (Previously Presented) The method of Claim 23 adapted to allow potential recipients to update their details.

34.   (Previously Presented) The method of Claim 33 adapted to enable potential recipients to update their details automatically.

35.   (Currently Amended) The method of Claim 33 adapted to enable potential recipients to update their details using ~~their~~ a message sending means.

36.   (Currently Amended) The method of Claim ~~23~~ 24 wherein messages are delivered to recipients without the sender of the message knowing who the recipient is.

37.   (Previously Presented) The method of Claim 23 wherein the comparison between the details of the potential recipient and member's details on the database does not need to be exact.

38.   (Currently Amended) The method of Claim 37 wherein the database also includes information about how close a match between details is required for ~~that~~ a message to be sent to that potential recipient.

39.   (Currently Amended) The method of Claim ~~23~~ 24 wherein one device can function as both a message sending means and a message receiving means.

40.   (Previously Presented) The method of Claim 39 wherein the message sending means and message receiving means are mobile telephones using WAP or I-MODE.

41.   (Currently Amended) The method of Claim 23 <u>wherein telecommunications links are used to receive and send messages, and</u> wherein the telecommunications links may comprise the Internet.

42.   (Previously Presented) The method of Claim 23 wherein the message comprises one of an e-mail, a text message, a visual message or a multi-media message.

43.   (Previously Presented) The method of Claim 23 wherein the database is a relational database.

44.   (Currently Amended) The method of Claim ~~23~~ <u>24</u> wherein the message is transmitted to the recipient or recipients only on request from the recipient or recipients.

45.   (Previously Presented) The method of Claim 44 wherein a web site is used to display the message.

46.   (New) A message pushing system configured to send messages to recipients, the system comprising:

a database of personal characteristics of individual potential recipients; and

a plurality of communications links configured to communicate with a plurality of message sending devices and a plurality of message receiving devices, wherein the message pushing system is configured to receive a message from a message sending device, the message comprising personal characteristics of an intended recipient of the message based on personal characteristics observed by a user of the message sending device, and wherein the message pushing system is configured to compare the personal characteristics provided by the message with the database of personal characteristics of individual potential recipients, and to transmit the message to message receiving devices of one or more individual potential recipients who may be the intended recipient of the message based on the comparison.